

BLFLI supported a Bookmobile that travelled to various community locations last summer for reading stories and book distribution, thanks to grants from UW-Madison, Stateline Community Foundation and support from the Beloit School District for Gloria Heiss, Project Coordinator.



IN THE WORKS

- *Collaborating with PBS-Wisconsin and other community interests on project "Ready to Learn";*
- *Presenting to various community literacy stakeholders;*
- *Planning the 2nd annual awards luncheon to recognize individuals and organizations for extraordinary efforts in promoting early childhood literacy and brain development;*
- *Collaborating with the Beloit Stadium Authority on an early childhood literacy motif in the new stadium where kids and parents can "read the stadium,"*
- *Including the Beloit Literacy for Life Initiative in the Stateline Community Foundation's Capital Campaign.*
- *Reaching the Latino Community with translated advocacy materials.*

WANT TO SUPPORT OUR GRASSROOTS EFFORT?

FOR MORE INFORMATION PLEASE CONTACT:

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BLFLI Website:

<https://statelinecf.org/literacy-for-life/>



Vision:
*Build a Brain,
Build a Life,
Build a Community.*

BE A BLFLI PARTNER!

GOAL:

Every child born in Beloit will be prepared for Kindergarten and given the opportunity to develop to their full potential.



HOW?

By developing relationships with families built on trust, respect, honesty and a sensitivity to the fact that many of them are struggling with significant challenges;

By partnering and collaborating with our Pillars and Partners to build early childhood literacy efforts from the ground up-organically-to reach families and children where the impact is needed most.

KEY FACTS:

- 90% of a child's brain development occurs during the first 5 years of life;
- BLFLI is based on solid research demonstrating that early childhood brain development and literacy efforts will produce a 7 - 13% annual return on improved outcomes in health, education, teen risk behaviors, crime, income and employment per child, which amounts to a \$7 return on investment per every \$1 spent (WEDC);
- Key Pillars in the community are committed to BLFLI's mission and success (Health Systems-Beloit and Community, City Government, School Districts, Chamber of Commerce, Stateline Community Foundation, Library, Non-profit and Faith Based Organizations);
- Key Partners include a variety of local non-profits such as churches, agencies, child-care facilities as well as NAACP, Latino Service Providers Coalition, Beloit College, businesses, foundations, and are the CORE for reaching families;
- Assessment, transparency, and our programmatic efforts will be informed by nationally known experts on early childhood brain development and literacy.

ACCOMPLISHMENTS:

- Built positive relationships with over 40 organizations in the Beloit area and key support from our Pillars
- Re-established the REACH OUT AND READ Program and facilitated the addition of a video on literacy and brain development at Beloit Health System to be shown to every mother and family prior to departing the hospital;
- Published updates and stories thanks to the assistance of the Beloit Daily News;
- Received a proclamation of support for the Initiative from the City of Beloit;
- Installed a bookcase in City Hall;
- Put up billboards in key city locations both in Spanish and English with the tag line: Build a Brain, Build a Life, Build a Community;
- Developed and are currently distributing "Brain Bags" to new mothers via partnering organizations with key information, book, toys and materials about the importance of early childhood literacy and brain development;
- Opened Little Kids Libraries at community fire stations.
- Obtained business support, especially Culver's, for events that include reading to kids by community celebrities and first responders;
- Received support from the library for bi-monthly meetings and events;
- Created a diverse library located at the Stateline Community Foundation where NPO's can request books for distribution at their events;
- Distributed over 11,500 books to kids and families in Beloit;
- Developed an email listserv with over 200 engaged subscribers for BLFLI program meetings and updates;
- Held a re-energizing event for all Pillars and Partners to kick start efforts following COVID-19 isolation.